Welcoming Users to Digital Libraries

Redesigning an Open Access Repository for Community Engaged Health Research

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Objective

• To show how design research methods improve the user experience of a subject-based, open repository.

Outline

• Before: Who, What, Why and How
• Intervention: Who, What, Why and How
• After: Now what?
Before the Intervention: Who?

• Community Health Engagement Program (CHEP) of Indiana CTSI
  - CTSA: Clinical and Translational Science Awards
  - Community participation is a key feature of translational medicine (if we want to move discovery from the bench all the way to our neighborhoods)
Before the Intervention: Who?

• Expertise on the CHEP team included:
  – Community-based Participatory Research (CBPR)
  – Health communications
  – Land-grant “extension” service (Purdue)
  – Research recruitment
  – Ethics
  – Medical libraries
Before the Intervention: What?

• An Open Repository
  – Best practices for CTSA community engagement programs
  – Contributors from across all CTSAs
  – Built on the HubZero platform (http://hubzero.org/)

• Collection development focused on capacity building, including:
  – Networking
  – Organizational strategies
  – Seed/Pilot funding mechanisms
  – Stakeholder registries and databases
  – Communication tools and strategies
  – Evaluation tools and strategies
Before the Intervention: Why and How?

• **Why:**
  – To share and learn with other CTSA-funded programs
  – To create an open knowledge base for future community engaged research (CEnR) programs

• **How:**
  – Convened advisory committee representing 11 CTSAs (stakeholders, contributors, consultants, “ambassadors”)
  – Engaged advisory committee in an iterative process to design site and build the repository.
Welcome to ctsa2community.org!

Dedicated to providing a place to share ideas, experiences, and best practices utilized by CTSA community engagement programs.
The Intervention: Who?

- Herron School of Art and Design (IUPUI)
- Faculty member and recent graduates
The Intervention: What and Why?

**What:**
- Visual communications audit
- Aligning site’s design and functions with the values of the project and its users
- Messaging recommendations and tools

**Why:**
- Needed promotional materials and tools to encourage participation
- Potential contributors seemed confused about the purpose of the site
- Plenty of moral support; lagging growth

Login! Create a profile to get started.
The Intervention: How?

• Key informant interviews (n=10)
  – Community engagement researchers and program partners at CTSAAs
  – CTSA2Community contacts and collaborators

• Selected questions [paraphrased]
  – Who does the site serve? (Academics, not the community)
  – Should it serve the community? (Yes)
  – How would you share this site with your colleagues? (Electronically and verbally, while actively working on shared projects.)
The Intervention: How?

• Selected Conclusions and Recommendations
  
  – Contributions fuel the site (highlight this in the design)
  – Identity crisis (“community engagement” but community is not engaged)
  – Show activity (not a static collection, but a place for shared work and growth)
  – Distinguish purpose of site (different from the other community engagement and CTSA sites?)
  – Important theme words: Active, Comprehensive, Relevant, Credible, and Welcoming
The Intervention: How?

- Card sort with the project team
  - Using keywords: “Active,” “Comprehensive,” “Relevant,” “Credible,” and “Welcoming”
  - Sort sample layouts/designs (e.g., most “active” to least “active”)
The Intervention: Card Sort Results

Active  Comprehensive  Relevant  Credible  Welcoming
The Intervention: Renaming

Challenges of Renaming

- Representative
- Meaningful
- Memorable
- Too many “C” names in the field (CTSA, CEnR, CBPR, etc)
- Needed to communicate:
  - “community”
  - “collaboration”
  - “contribute” …
CORUS (previously CTSA2Community), a platform for finding and sharing tools for community engaged research (CEnR), aims to strengthen the activities of community engaged research programs and their partners by building a robust database of best practices. Please complete a short survey about our site.

150 total resources like these

MetroFuture Regional Plan and Engagement Process
MetroBoston DataCommon
Community Health Status Indicators

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Children in an Atlanta school being weighed and measured for a nutrition and physical activity project.

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CORUS: Lessons Learned

Cross-campus, interdisciplinary work
(It’s worth the effort … but it is effort)

- Learning how to talk to each other
- Establishing shared values
- “Letting go” - some features needed to retire to make way for others
- Creativity starts with “c” … and so does “compromise”:
  - Community (CBPR, CEnR, CCPH, CES4Health, Community Toolbox, CBPRCurriculum)
  - CTSA (Clinical and Translational Science Awards)
  - CORUS (“Community Research Utilities and Support”)
CORUS: Lessons Learned

Visual communications

- Design: more than creating a slick visual appearance
- Knowing the scope, mission and message is not enough
- Knowing how to communicate these is another task
- Communication: more than just “marketing”
- “Show don’t tell” or “show and tell”
CORUS: Lessons Learned

(Doing the work to SHOW the message, can CHANGE a project.)

- CORUS is in many ways a new repository:
  - Not just CTSA2Community, version 2
  - New brand
  - Broader scope for collection development
  - Broader market demographics
  - Still rich, but less bibliographic description
  - More about sharing; less about finding
  - New site functions (comments, ratings, social features …)
CORUS: Now What?

- **Contributions**: 150 and growing?
- **Features a librarian wants**: DOIs? Stable URLs? OAI-PMH?
- **Features CEnR collaborators want**: Shared workspaces? Testimonials? Networking?
- **Sustainability**: New partners? Funding?
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